

## Tempur Sealy Debuts New Optimum™ Collection

Written by Australian Business

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LAS VEGAS, Jan. 26, 2014 /PRNewswire/ -- Keeping cool will be the focus of this year's winter Las Vegas Market, as Tempur Sealy launches the new Optimum™, the first mattress to feature cooling gel foam from the top to the bottom of the mattress.

The new Optimum™ Collection will feature OptiCool® gel memory foam with OUTLAST® material fused to the surface. The collection will be officially launched at the Sealy showroom during this year's Las Vegas Market from January 26-30.

**Smart Technology, From Top to Bottom** Dax Allen, Brand Director of Optimum™ said: "Our new Optimum™ line leads the gel memory foam category by leveraging the latest in foam technologies, to deliver even more supporting and cooling comfort throughout the entire mattress."

The smart technology in the Optimum mattress begins with OUTLAST® material that is fused to the surface of an OptiCool® gel memory foam layer. This same type of material is used in today's high-performance sports clothing and footwear to absorb excess body heat. In fact, OUTLAST absorbs 12 times more heat than material not treated with the technology, and delivers consumers cooling comfort they prize.

Innovation continues through the mattress design with layers of OptiSense® gel memory foam, which conforms to your body's unique shape and weight. At the crux of the mattress is the gel OptiCore™, featuring firm high-density foam offering deep-level support.

The mattress is designed to reduce motion transfer, creating a calm and stable sleeping environment for couples.

**Refining An Exceptional Line** Allen added: "The new Optimum range of mattresses have been developed after listening to the needs of both consumers and the mattress market. Consumers are delighted by even better cooling comfort, and with gel memory foam from top to bottom of the bed. Our retail customers are excited about the new comfort choices at higher price points

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and the potential for retail ticket growth with these new feels. It's a winning combination of consumer and retailer appeal."

An expanded collection of adjustable bases will also be introduced to support the new Optimum™ collection. The new Reflexion®-UP Foundation provides sleepers an easy entry into basic personalization with head lift adjustability, while the Reflexion® 4 adjustable base has been updated and designed to support the new collection. The Reflexion® 4 features dual wave massage, a wireless hand remote and an under bed night-light.

**About the Company**Tempur Sealy International, Inc. (NYSE: [TPX](#)) is the world's largest bedding provider. The Company develops, manufactures and markets mattresses, foundations, pillows and other products. The Company's brand portfolio includes many of the most highly recognized brands in the industry, including Tempur®, Tempur-Pedic®, Sealy®, Sealy Posturepedic®, Optimum™ and Stearns & Foster®. World headquarters for Tempur Sealy International is in Lexington, Ky.

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